

# Seminars & Workshops for Entrepreneurs



## Start or expand your business with help from the Capital Region SBDC !

Since 1980, the Maryland Small Business Development Center Network (SBDC) has provided professional counseling and low cost training to start-up and existing businesses throughout the state of Maryland. The **Capital Region SBDC** was established to serve the specific needs of businesses in Prince George's and Montgomery Counties.

### Smart Start - Entrepreneur 101

Learn how to avoid common pitfalls, explore the feasibility of your idea and increase your chance for success! Professionals will discuss the legal forms of business and basic tax and accounting issues that start-ups face. You'll also receive a start-up manual with all the forms necessary for registering your business in Maryland! **One Three hour session. Cost: \$45**

**Time :** 5:30 pm- 8:30 pm  
**Dates:** College Park: Tuesday, 10/7  
Wheaton: Wednesday, 11/5  
College Park: Wednesday, 12/3

### Writing a Winning Business Plan

A well written business plan will help you define your business idea, evaluate your competition, analyze risks and estimate costs. This comprehensive seminar will explain and illustrate the business plan format, provide tips on research, marketing, cashflow and more. Note: **If you have not started a business, consider starting with the "Smart Start" seminar. One Two hour session. Cost: \$45**

**Time :** 5:30 pm- 7:30 pm  
**Dates:** College Park: Tuesday, 10/14  
College Park: Wednesday, 11/12  
Wheaton: Thursday, 12/4

## October-December 2008

Dates & times are subject to change. For the latest update, visit our website or call the SBDC

**Capital Region SBDC**  
[www.capitalsbdc.umd.edu](http://www.capitalsbdc.umd.edu)

### How to Access Capital: Small Business Financing

How will you finance your business venture? Are there grants available? Do you qualify? This informative class has all the answers. You'll learn what programs are available to seed start up businesses, what you'll need to qualify, and what lenders look for in a loan package. **One two and a half hour session. Cost: \$25**

**Time:** 5:30 pm -8:00 pm  
**Dates:** Wheaton: Tuesday, 10/21  
College Park: Wednesday, 11/19  
College Park: Wednesday, 12/10

### Government Certification 8 (a)/SDB/MBE

Each year, federal, state, and local governments award millions of dollars in contracts to small businesses throughout the state. If you're in business with a product or service the government can use, this class is for you! Receive professional guidance on the certification process and what you'll need to qualify for Federal and State/Local Certifications. Learn how to prepare a winning package. **One three hour session. Cost: \$55**

**Time:** 2:00 pm -5:00 pm  
**Dates:** College Park: Thursday, 10/23  
Wheaton: Thursday, 11/20  
Wheaton: Thursday, 12/11

### Starting a Successful Retail Store

Learn the key issues to starting and managing your own retail operation. Topics include: vendor selection, inventory management, product placement, promotion, keys to profitability, cashflow, increasing sales, customer satisfaction, point-of-sale systems, payroll, loss prevention and more. You'll receive expert instruction and a workbook with valuable resources. Note: This is an advanced class. We recommend starting with Smart Start 101 for an introduction to opening a business. **One three hour session. Cost: \$45**

**Time:** 5:30 pm -8:30 pm  
**Dates:** College Park: Thursday, 10/9

### Opening a Restaurant: The Recipe for Success

If you're interested in opening a restaurant, beat the odds by attending this informative seminar. You'll learn about budgeting for equipment and day to day operational expenses, managing food costs, staffing, point of sale systems, menu development and more. Note: This is an advanced class. We recommend starting with Smart Start 101 for an introduction to opening a business. **One three hour session. Cost: \$45**

**Time:** 5:30 pm - 8:30 pm  
**Dates:** College Park: Thursday, 12/11

## Federal Government Procurement for Technology Companies

You must attend this workshop if you are a technology company, in business for two or more years, and are seeking to grow or expand in the Federal Government market.

You will learn key strategies for selling to U S government agencies including: market entry approaches; key award winning steps; how to differentiate your company from competitors; how to present your capabilities to government and prime contractor personnel; guidance from industry experts; tips from other small businesses and much more. Seating is limited. Register today!!

**One four and a half hour session. Cost: \$69**

**Time:** 8:30 am - 1:00 pm

**Dates:** Wheaton: Wednesday, 10/29

## Federal Contracting 101

This half day class provides prospective contractors and offerors with a fundamental understanding of the federal procurement process.

The focus is to eliminate the mystery of federal procurement and to serve as the basis for advanced procurement classes. The target audience is everyone interested in learning the steps in the federal procurement process and how to submit bids or proposals in response to federal solicitations. **One four hour session. Cost: \$65**

**Time:** 9 am - 1 pm

**Dates:** Bowie: Tuesday, 12/9

**Please be sure to view our Specialty Seminars for November and December 2008! You can view all the seminars online in the Training Section of [www.capitalsbdc.umd.edu](http://www.capitalsbdc.umd.edu).**

## A few Specialty Seminars are:

- \* Achieving Synergy Through Teaming
- \* Finding and Funding Commercial Property
- \* Tax Tips for Small Businesses
- \* Leveraging Your 8(a)
- \* Managing Your Most Important Asset-Your Employees
- \* Basics of Insurance for Small Business Owners
- \* Developing a Dynamic Website
- \* Top 10 Legal Mistakes Small Businesses
- \* Make and much more!

U.S. Small Business Administration



**The Capital Region SBDC provides one-stop assistance to the area's business community.**

## Our comprehensive services include:

- \* **Business Consulting (at no cost to you)**
- \* **Loan packaging**
- \* **Business Plan Reviews**
- \* **8(a), SDB, or MBE Government Certification Reviews**
- \* **Marketing Assistance**
- \* **And much more!**

## Please note:

**Registration and payment is due at least 4 business days prior to the class unless noted otherwise. Accepted payments: Visa, Master Card, AMEX, Money Order, and Certified Check. NO cash or checks. No Walk-Ins will be permitted to enter the day of the class. No children or infants allowed in the class.**

**Training dates and times are subject to change. For the most updated information or a registration form, visit our website at [www.capitalsbdc.umd.edu](http://www.capitalsbdc.umd.edu) 301-403-0501 x 11 [training@mdsbdc.umd.edu](mailto:training@mdsbdc.umd.edu)**

## Course Locations

### College Park\*

Capital Region Training Center  
7100 Baltimore Avenue, 4th floor  
College Park, MD 20740

### Wheaton\*

Wheaton Business Innovation Center  
Westfield Building South  
11002 Veirs Mill Road, Suite 700  
Wheaton, MD 20902  
(Near Wheaton Mall, next to Circuit City and Checker's)

### Bowie\*

Bowie City Hall  
2614 Kenhill Drive, Bowie, MD 20715

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